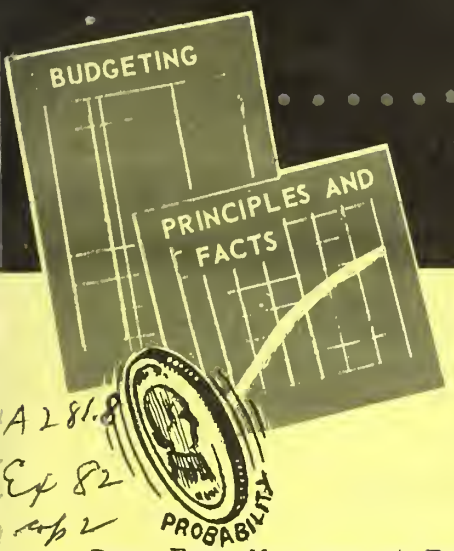
Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.



News and Views from the Farm Management Staff

A 281.8
Ex 82
cop 2

UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL EXTENSION SERVICE
Washington 25, D. C.

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
JUL 22 1963
CURRENT SERIAL RECORDS

June 5, 1963

Dear Farm Management Extension Workers:

Virginia Farm Management Expansion

During the last four years the Extension Service has established:

1. A mail-in farm accounting system, that provides information about farm businesses and contacts with farmers in a business context.

2. A program of intensive in-service training in farm management for county extension agents, beginning with a two-weeks period of full-time study on the campus.

3. Positions on an area basis for agents devoting full time to farm management work.

Callahan and Vaughan were in Virginia with Jim Moore and Harold Walker part of the week of May 6 to observe results of these three innovations in terms of the work that agents do with farmers. Both Ed and Larry were impressed with the way the three elements seem to strengthen the work when they reinforce each other.

Professional Improvement

The North Central and Southern Regional farm management extension committees have subcommittees on professional improvement. A report by the North Central Subcommittee, recently made, is attached. It seems to offer some really good food for thought and some practical suggestions to each of us as individuals and to some of the groups of which we are a part. It suggests many ways to improve ourselves professionally. In some of them our administrators are concerned, as you will note. Copies are going to State leaders of Project III and to directors.

This report seems to provide a good basis and occasion for taking an inventory of what we did last year toward our professional growth as individuals, and for updating and upgrading our personal plans for further professional improvement. What are the marginal returns of such efforts to the individual and the institution? How about some seminars around the campus on this topic?

Personal

Moyle S. Williams, formerly in charge of extension work in farm management and public policy in North Carolina, and more recently with the Sulphur Institute,

has gone to Illinois as Assistant Director of Extension. . . Walter G. Harter and John E. Moore, county extension agents, agriculture, in Ohio, have been promoted to extension economists, farm management. . . Billy G. Freeman has been employed as Area Farm Management Specialist for Area 8 with headquarters at Stephenville, Texas, effective June 1. Ralph Peterson is on the job as Rex Kennedy's successor as Area Farm Management Specialist in Area 12 at Weslaco, Texas. . . Lewis E. Clark, Maine, will be returning to his farm management job in June following a year's leave at Cornell. . . Silas B. Weeks, New Hampshire, will be spending the summer on an assignment with the State Development Commission in New Hampshire. . . George Ecker, Connecticut, will be leaving in June for a year's graduate study at North Carolina.

Possibility of Nuclear Attack as a Consideration in Farm Management

What are the decisions that are posed to a farmer, as the manager of his farm by the possibility of nuclear attack? How can he approach these decisions logically? Here is an attempt at an analytical and educational approach to one set of such decisions:

> "You and your family can survive in the event of nuclear fallout, if you have provided in advance for it and if luck is on your side.
>
> "But what about your livestock and crops?
>
> "Of course a different set of considerations comes into play when you decide what to do in advance, if anything, to save your livestock and crops. As an individual farmer, your main considerations in this decision are economic. What could you do? What would it cost? How much would the property protected be worth after a nuclear attack? What are the odds?
>
> "What preparation or planning on your part merits priority over other things you need to plan for and prepare for? What additional equipment, not otherwise justified, should you consider acquiring in view of the possibility of nuclear attack or other emergency?
>
> "What information do you need to decide these questions? Where can you find it?"

We'd like your reactions to this approach. In what other kinds of farm management decisions is the possibility of nuclear attack a consideration? How should those decisions be approached? How much of the information needed for making them is available?

Very truly yours,

Buel Lanpher

Buel Lanpher
E. P. Callahan
Glen J. Vollmar
L. M. Vaughan

Enclosure

A Report By

PROFESSIONAL IMPROVEMENT SUBCOMMITTEE

North Central Farm Management Extension Committee

Objectives:

To increase the effectiveness of farm management extension educational activities, it is desirable to improve the professional competence of extension economists and their "professional posture."

The above can be accomplished by individual extension economists and by a positive program of activities within the American Farm Economic Association and the various Universities.

A. CHANGES WHICH INDIVIDUAL EXTENSION ECONOMISTS SHOULD INITIATE

1. In relation to extension as a profession:

   a. Form a clear-cut image of your role as an economist and educator and adopt a professional, scholarly approach to extension work.
   b. Utilize sabbatical leaves and fellowships for advanced professional training and stimulation.
   c. Initiate informal interaction with other economists in your home institution.
   d. Develop and improve depth, content and analytical approach in extension educational programs, both within farm management and within the entire program of the Cooperative Extension Service.
   e. Encourage some joint appointments between extension, research and teaching personnel in departments.
   f. Foster development of regional workshops to exchange ideas and increase professional stimulation in relation to methods and programs in extension work.
   g. Encourage other extension economists to obtain advanced degrees.

2. In relation to graduate and undergraduate teaching:

   a. Serve on advisory committees for graduate students and as advisor for special problem assignments of undergraduates.
   b. Teach or assist in teaching courses for professional stimulation.
   c. Initiate seminars to challenge students and other staff members about extension's role, opportunities and programs.

3. In relation to the American Farm Economic Association and other professional groups:

   a. Join and participate
   b. Attend meetings regularly
   c. Seek and accept committee assignments
   d. Contribute scholarly articles for publication
   e. Read professional publications

Reproduced by Farm Management Group, Division of AST&M, Federal Extension Service, United States Department of Agriculture, Washington 25, D.C.

AST&M 156 (6-63)

B. CHANGES WHICH ECONOMISTS AS A GROUP CAN INITIATE AND/OR CONTINUE

1. American Farm Economic Association

   a. Suggest the creation of an "Extension Activities Committee" to promote more effective involvement of extension economists in the affairs of the organization.
   b. Recommend an expansion of awards to include awards for outstanding contribution or accomplishment in extension education including journal articles.

2. Regional Farm Management Extension Committees

   a. Form a professional improvement subcommittee.
   b. Suggestions for increased output of professional journal articles:
      1) The professional improvement subcommittee should review potential topics, select one or two and secure an author to prepare a paper. This paper should be delivered as a part of the program of the next meeting (six months later) of the regional committee meeting sponsored by the Farm Foundation.
      2) The on-going committee work of the regional committees might culminate in the preparation of an article worthy of publication in a professional journal.
   c. The North Central Farm Management Extension Committee should continue to cooperate with the President of the American Farm Economics Association in the development of sectional programs for the summer meetings. This has worked very satisfactorily in recent years.

3. University Extension and Agricultural Economics Administration

   a. Some educational leaders believe professional workers should periodically have a major reorientation in job assignment to eliminate stereotyped adherence to their job. This can be accomplished by sabbatical leave, foreign assignment or a temporary reassignment within the Department of Agricultural Economics.
   b. The analytical ability of economists should be used by the Cooperative Extension Service in the development of its total program on an economically sound basis.

4. General Considerations of a National Nature

   a. There is a national need to create special study opportunities for extension economists seeking professional stimulation <u>outside of formal degree programs</u>. Some extension economists are too old to begin a formal degree program and others wish to study on a post-doctoral basis as part of a sabbatic leave.
   b. Since training of county agents is a major responsibility of extension specialists, a review should be made of courses currently offered at regional "Extension Centers" offering courses for credit. More farm management courses are needed.

May 20, 1963 <u>Sub-committee</u> - Leonard Kyle, Chm., Michigan; Charles Beer, Missouri; Phillip Henderson, Nebraska; R. J. Hildreth, Farm Foundation; H. G. Routhe, Minnesota; Fred Sobering, North Dakota.